

## AMENDMENTS TO THE SPECIFICATION

Amend the specification as follows.

[0004] A method of generating data sets associated with an entity is provided. The method includes determining when the entity selects a first service or product. The method further includes generating a first data set having a first attribute associated with the first service or product. The method further includes determining when the entity selects a second service or product. The method further includes generating a second data set having a second attribute associated with the second service or product. Finally, the method includes generating a ~~third-master~~ data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.

[0005] A system for generating data sets associated with an entity is provided. The system includes a first device configured to determine when the entity selects a first service or product and generating a first data set having a first attribute associated with the first service or product. The system further includes a second device configured to determine when the entity selects a second service or product and generating a second data set having a second attribute associated with the second service or product. Finally, the system includes a third device configured to generate a ~~third-master~~ data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.

[0026] Next at step 60, computer server 12 can generate a master ~~third~~-data set based on the first and second attributes when a portion of the data associated with the first attribute is substantially similar to a portion of data associated with the second attribute. In particular, computer server 12 can perform a text comparison of: (i) the Title attribute of data set 40 containing the text string "Ballet for Beginners", (ii) the web address attribute of data set 42 containing the text string "ballet.com", and (iii) the Title attribute of data set 44 containing the text string "Russian Ballet" to determine a common text string "ballet" contained in each of the data sets 40, 42, 44. Further, the computer server 34 can perform a text comparison

of: (i) the web address attribute of data set 46 containing "carstereos.com" and (ii) the title attribute of data set 50 containing the text string "How to Install Car Stereos" to determine a common text string "stereo" contained in each of the data sets 46, 50.

[0027] Thereafter, ~~e~~Computer server 12 ~~can~~ generates a master data set 48 that includes the following attributes: (i) ID, (ii) Potential Interest Element1, and (iii) Potential Interest Element2. In particular, server 12 can compare the text strings in each of the data sets to the text strings in the remaining data sets to determine that the queried data sets have three occurrences of the text string "ballet" and two occurrences of the text string "stereo." Thereafter, server 12 can assign the most commonly occurring text string to the attribute Potential Interest Element1 and the second most commonly occurring text string to attribute Potential Interest Element2. It should be noted that although only two Potential Interest Elements are shown in data set 48, a plurality of additional Potential Interest Element attributes could be included in this master data set indicative of other preferences and/or interests of the entity. Further, the master data set 48 can be periodically updated based upon data sets queried from the various devices by computer server 12. Further, computer server 12 may assign an occurrence number (not shown) to each Potential Interest Element attribute in data set 48. Server 12 can utilize the occurrence number to rank order the Potential Interest Element attributes according to the number of matched text strings associated with a Potential Interest Element attribute that occur over a predetermined time period.